# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

UNSTARRED QUESTION NO:4974
ANSWERED ON:29.04.2008
RATES FOR ADVERTISEMENTS
Mishra Dr. Rajesh Kumar

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the Union Government has formulated any new guidelines on Advertisements by the Private Satellite Channels disproportionately without considering the Television Rating Point (TRP);

(b) if so, the details thereof;

(c) whether the rates fixed for advertisements for each companies are lower/equal to the rates fixed by the Directorate of Advertising and Visual Publicity (DAVP);

(d) if so, the details in this regard;

(e) if not, the reasons for fixing higher rates than the DAVP rates; and

(f) the steps taken/proposed to be taken by the Government in this regard?

## Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI P. R. DASMUNSI)

(a) to (c) : Government does not formulate any guidelines for fixation of rates of advertisements telecast by private channels. It only fixes rates for Government advertisements released by the Directorate of Advertising and Visual Publicity (DAVP) to all empanelled Channels.

These rates are fixed on an objective formula based on prevailing market conditions taking into account two years' Cost Per Rating Point (CPRP).

(d) to (f) : Does not arise.